C2175-1

CHRONICLE
JOE MCNALLY
CONGRESSIONAL INFO SERV
452D E WEST HWY
WASHINGTON DC 20014

ISSN 0009-5982

CHRONICLE of Higher Education.

March 3, 1982 • $1.25
Volume XXIV, Number 1

News Summary

Articles on inside pages

Financial contributions from outside donors are increasingly important to the success of many universities' intercollegiate athletic programs. Story on Page 5.

A district court's refusal to halt women's championships offered by the National Collegiate Athletic Association has been appealed. Story on Page 6.

The association that accredits business schools has been urged to be more flexible in deciding whether or not a school should get its approval. Story on Page 8.

"Human service" programs in the education schools are falling into disfavor with many educators. Story on Page 9.

Administration officials say students' access to higher education will not be seriously curtailed by proposed cuts in federal student aid. Story on Page 11.

The Reagan Administration, under a temporary injunction issued by a U.S. appeals court, may not grant tax-exempt status to Bob Jones University and the Goldsboro Christian Schools. Story on Page 11.

The government has dropped a controversial rule requiring universities to give federal agencies early notice of patentable inventions resulting from federally financed research. Story on Page 15.

Israeli officials will audit Bir Zeit University to determine if the Arab institution is receiving funds from the Palestine Liberation Organization. Story on Page 17.

Histories of aviation, guides to regional flora and fauna, and new poetry collections will be among the books published by university presses this spring. Story on Page 19.

ALSO IN THIS ISSUE

Books	19-24
Bulletin Board	31-63
Calendar of Events	28-29
Canadian News	17-18
Deadlines	30
Deaths	27
Fact-File	8
Gazette	27
Grants	27
International News	17-18
Letters	25-26
Marginalia	2
News in Brief	2-3
Notes on Radio and TV	3
Point of View	64
Washington News	11-16

Early Sampling of College Applications Indicates Probable Enrollment Decline

By JACK MAGARRELL

College and university enrollments can be expected to decline widely next year, *The Chronicle*'s first survey of applications to next fall's freshman classes indicates.

The total number of applications is slightly higher than at the same time last year, but the proportion of colleges and universities reporting fewer applications has risen sharply.

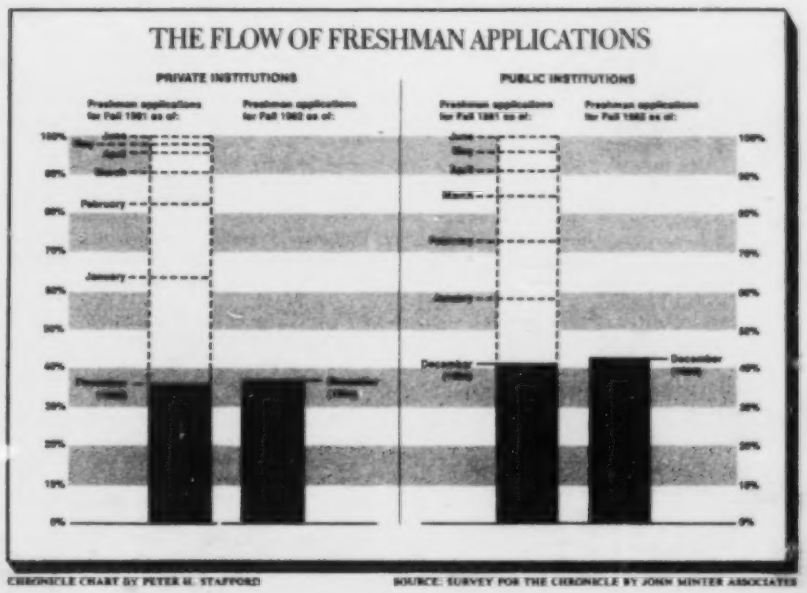
The Chronicle Survey, which estimates trends on the basis of data from 274 four-year colleges and universities, found that 43 per cent of the institutions had fewer freshman applications at the end of last December than they had had a year earlier.

30 Pct. Reported Declines

A year ago, the Chronicle Survey found fewer than 30 per cent of the institutions reporting a decline in applications as of December 31. By last June, when virtually all applications were in, the proportion of institutions reporting a decline remained under 30 per cent.

Total freshman applications last year were up 6.5 per cent, according to the Chronicle Survey.

Figures on how many of the applicants actually enrolled are not yet available, but the increase in total enrollment for the fall of 1981 was estimated by the National Center for Education Statistics at less than 2 per cent.



CHRONICLE CHART BY PETER H. STAFFORD — SOURCE: SURVEY FOR THE CHRONICLE BY JOHN MINTER ASSOCIATES

The overall increase in the number of freshman applications reported to date is so slim that it could disappear before fall.

A decline in the number of college fresh-

Continued on Page 6, Column 3

Administration Accused of Undermining Past Progress in Ending Education Bias

By CHERYL M. FIELDS

WASHINGTON

In increasingly bitter attacks on President Reagan's policies, the U.S. Commission on Civil Rights and the Leadership Conference on Civil Rights have accused the White House of trying to wipe out years of progress in eliminating bias in education and employment.

But William B. Reynolds, Assistant Attorney General for civil rights, last week defended the Administration's record in enforcing equal-rights laws. He said the Administration had decided to drop such remedies as "racial quotas" because they didn't work and were not supported by the public.

The Commission on Civil Rights told the President that it viewed "with increasing alarm efforts to end federal leadership in promoting equal educational opportunity."

The text of the letter to President Reagan from the U.S. Commission on Civil Rights appears on Pages 12-13.

In a 17-page letter, the commission set forth a list of actions by the Education Department and the Department of Justice that it said "would roll back protections" enacted by Congress to enforce the equal-rights guarantees of the Constitution.

"Beginning in the 1960s," the commission said, "Congress enacted civil rights laws to reinforce and extend the equal rights guarantees of the Thirteenth, Fourteenth, and Fifteenth Amendments."

A footnote following that statement referred the President to the U.S. Constitution. It also referred him to a lengthy statement published by the commission last

Continued on Page 12, Column 1

Universities Losing High Priority in Many Countries

By MALCOLM G. SCULLY

PARIS

The widely reported economic woes that have hit colleges and universities in the United States and Great Britain are spreading to many other developed countries as governments seek to curb public spending and to solve such pressing social problems as youth unemployment.

As a result, universities have lost their high priority in some countries and face the prospect of declining support and prestige, according to officials of the Organization for Economic Cooperation and Development here.

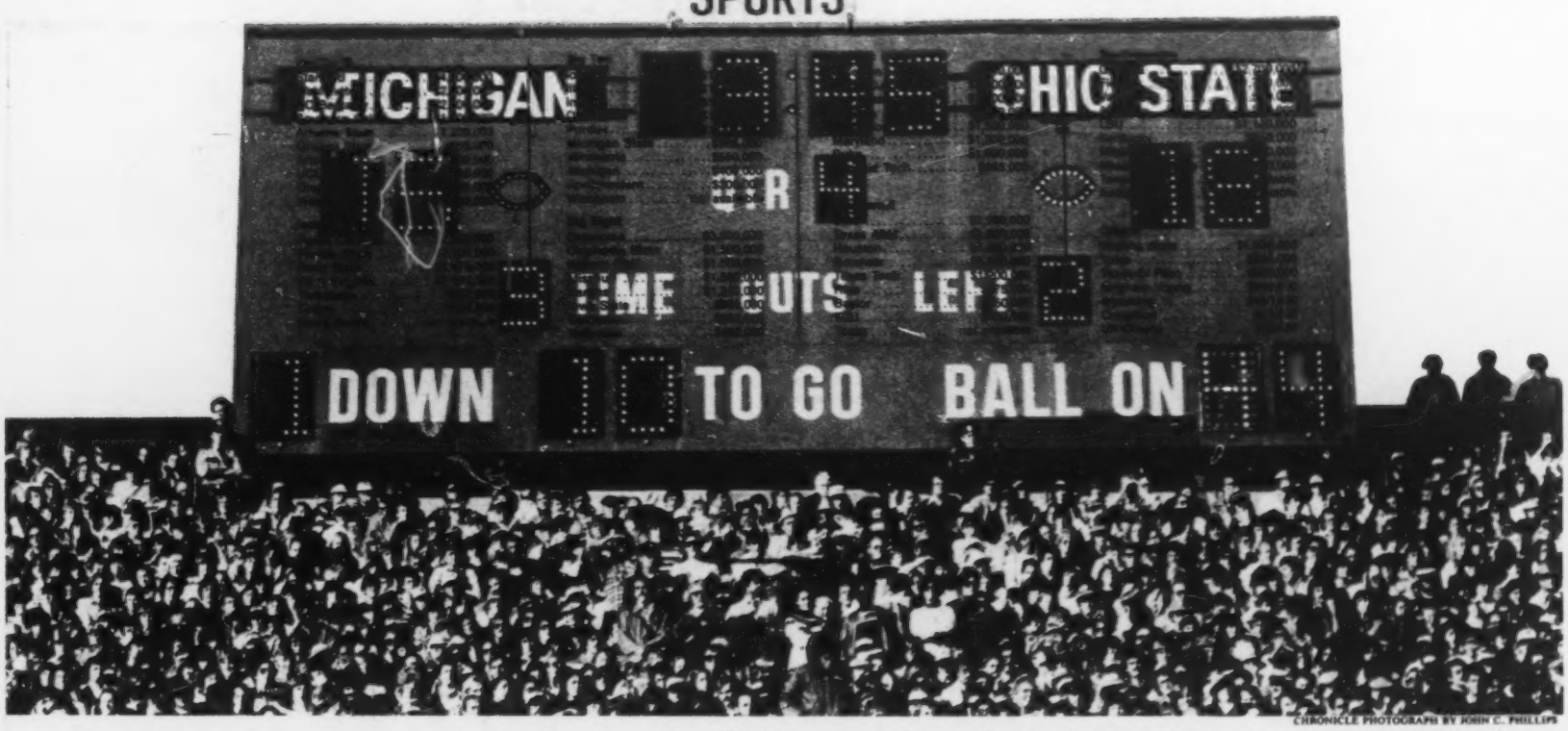
Spending Peak in 1975

While the situation varies from one country to another, analyses prepared for an O.E.C.D. conference on higher education in the 1980's reveal that in most of the organization's 25 member countries, public spending for higher education reached a peak in 1975 and has been declining since.

Dorotea Furth, director of the program on higher education at the O.E.C.D.'s directorate for social affairs, manpower, and education, said in an interview here that the recent publicity about spending cuts for higher education in Great Britain and the United States may have overdramatized the problems facing universities in those countries.

"It's a crisis for British universities when they have four students for every

Continued on Page 18, Column 1



CHRONICLE PHOTOGRAPH BY JOHN C. PHILLIPS

The table above, compiled by the Omaha World-Herald, shows donations to athletic programs at selected colleges for 1980-81, or for the latest year for which the institutions had records.

Large Expenses for Sports Programs Lead More Colleges to Seek Funds from Donors

But some educators are questioning the influence of contributors on intercollegiate athletics

By LORENZO MIDDLETON

The University of Notre Dame, which has one of the most successful intercollegiate athletic programs in the country, was shaken about two years ago by the realization that the operation might soon be in the red.

Although Notre Dame's basketball and football teams together earned more than $4-million a year from ticket sales and concessions, the profits were being consumed by rising costs and by other sports that produced no revenue.

The university's net income from athletics, which reached a record of almost $1-million in 1975, fell to only $29,000 in academic 1980-81. The addition of five women's varsity teams since 1976, in order to comply with federal anti-sex-bias laws, has been responsible for a large part of the drain, university officials say.

The loss of the extra revenue from sports, which had been used to help finance several nonathletic construction projects and academic programs, was a setback for the entire university, they say.

So Notre Dame, like many other colleges and universities these days, began an all-out effort to make its sports enterprise economically viable.

Fewer Sports, Smaller Teams

At some institutions, the increasing expense of athletic programs has led to drastic cost-cutting measures, including the elimination of some sports.

Others have reduced the size of their teams. The number of men participating in National Collegiate Athletic Association sports declined 7.6 per cent from 1977 to 1981, according to a recent report by the N.C.A.A. (The report also noted that the number of woman participants increased by 1.3 per cent.) But cutting back athletics at Notre Dame is unthinkable.

"Notre Dame without a comprehensive athletic program would seem to be almost a contradiction in terms," says a university brochure. "Without athletics the university would not be the same as we have known it. The camaraderie of the various teams, not just football, contributes to the famed Notre Dame spirit."

So, instead of trimming the program, the university decided to try, for the first time in its history, to raise money for athletics from outside contributors.

The fund-raising campaign began last fall with the establishment of an "athletic endowment fund." Unlike traditional "booster clubs," which seek yearly contributions, the endowment fund has the one-time goal of collecting $10-million. Income from the endowment's investments will be used to help pay the costs of operating 14 men's and women's varsity teams and 49 club and intramural teams that do not make money on their own.

Average Donation: $246,000

Notre Dame's fund-raising effort is an example of the increasing importance of outside financial contributions to the success of college and university athletic programs. Such support is as important to public institutions as to private ones, because most states provide little or no money for intercollegiate athletics, expecting them to pay for themselves.

In its last study of the financing of athletic programs, the N.C.A.A. reported that in 1977 institutions with Division I football teams received an average of $246,000 in private donations. That sum amounted to 10 per cent of the colleges' total athletic budgets, compared with 5 per cent in 1965.

A more recent study conducted for the N.C.A.A. by Mitchell H. Raiborn, a professor of accounting at Bradley University, is to be released in May.

There is evidence that donations to college athletics have increased substantially since 1978.

A recent survey by the Omaha *World-Herald*, for example, found that 58 universities with major football teams had raised a total of $77.7-million in fiscal 1980-81—an average of $1.34-million each.

A new fund-raising drive at the University of Nebraska at Lincoln brought $1.1-million in donations and pledges in 1981—more than double the amount of contributions reported by the university the previous year.

Athletic officials at Nebraska, and at colleges and universities all over the country, say the need for increased contributions became pressing in the late 1970's as they began to comply with federal requirements for greater athletic opportunities for women.

"Historically the football revenue has supported the full athletic program, but the drain on the football receipts created by the inclusion of women's athletic programs was more than could be managed without seeking other sources of income," says D. B. Varner, a former chancellor of the University of Nebraska and now chairman of its fund-raising foundation.

While many sports programs have raised some money in the past through booster clubs, the activities of many of those organizations are now more professional. Some are joining universitywide fund-raising organizations to reduce duplication of effort and to increase the donations.

The major challenge for many fund raisers is to persuade prospective donors to hand over large sums of money in exchange for little more than a tax deduction and a bumper sticker.

The growth in popularity of college football and basketball over the years has made it more and more difficult to provide the traditional perquisite of the large contributor—guaranteed seats in the best section of the stadium.

Wisconsin's Goal: $1-Million

The fund-raisers say the most they can promise a potential contributor these days is the continued existence of an athletic program.

"Our aim," says David J. Spengler of the University of Wisconsin at Madison, "is to sit down and to point out to prospective donors or existing donors that if they enjoy watching our athletes play, and they want to continue to watch them every Saturday, they will have to give more support to our program."

Mr. Spengler is a Wisconsin alumnus and a former banker who was hired in November as full-time athletic-development officer at the university. He says he believes that argument will persuade Wisconsin's supporters to raise their annual contributions to the athletic program from the present level of about $250,000 a year to $1-million.

As more and more colleges turn to outside donors for help in raising money for their athletic programs, educators around the country are beginning to question the influence of such donors on the programs.

Many university administrators have expressed concern about the inflation of coaches' salaries since the announcement in January that the new coach at Texas A&M University would earn about

Continued on Following Page

Appeals Court Hears Plea to Bar NCAA from Holding Women's Championships

WASHINGTON

The U.S. Court of Appeals for the District of Columbia Circuit was expected to decide last week whether to grant a temporary injunction halting the women's sports championships offered by the National Collegiate Athletics Association.

The court agreed to rule on an emergency request for the injunction filed by the Association for Intercollegiate Athletics for Women.

The women's group went to the appeals court after a district-court judge refused to halt the championships, saying the group had failed to convince him that it was likely to win the antitrust lawsuit that it had filed against the N.C.A.A. last October.

Judge Charles R. Richey of the U.S. District Court for the District of Columbia also said the group had not shown that it would suffer irreparable injury if the injunction were not granted, or shown that a temporary injunction would be in the public interest.

The women's organization said that if it did not receive judicial relief by March 1, it would have to notify its members that it could not continue to operate in academic 1982-83.

The A.I.A.W. alleged that the N.C.A.A. had violated antitrust laws by unfairly using its profits from men's athletics to begin a $3-million program of annual championships for women last fall.

The group told the circuit court that since the A.I.A.W. could not match that program, it had lost members and television revenue, making it impossible for it to continue operating if the N.C.A.A. continued to spend $3-million a year on women's championships that are only expected to generate about $500,000 in revenue.

In asking for the injunction, the women's group also told the appeals court that Judge Richey had given no reason for holding that the group had not proved it would suffer irreparable injury—despite his "apparent belief that the [A.I.A.W.] would go out of business absent the requested relief."

"When even death is insufficient to constitute irreparable injury it is difficult to imagine the standard being employed," the A.I.A.W. told the appeals court.

In opposing the request for a preliminary injunction, the N.C.A.A. told the appeals court that there was no need for the action, because the women's group would be able to operate "at least through June, 1982," and Judge Richey had said he would try to hold a trial on the merits of A.I.A.W.'s complaint by that date.

Further, it said, halting the N.C.A.A. women's championships "would not only diminish competition, but also would eliminate the new opportunities for women they were intended to provide—including, importantly, the first N.C.A.A. Division I women's national collegiate basketball championship that is to take place on March 28, 1982, and be telecast live."

The N.C.A.A. also said the women's organization "was trying to use the antitrust laws to destroy competition." It said that, contrary to A.I.A.W.'s claim that the N.C.A.A. violated antitrust laws by paying travel expenses for women's teams, "there is no evidence of coercion or anticompetitive intent—the intent was to provide equal opportunity to male and female athletes participating in N.C.A.A. championship events.

"The ability to provide travel reimbursement without a dues increase is a product simply of the presence of an N.C.A.A. budget surplus—no monopoly was required."

The injunction that the women's organization seeks "would reduce competitive opportunities and deny equal financial support for women," the N.C.A.A. said.

Sports

Continued from Preceding Page

$287,000 a year—most of which will be paid by alumni and booster clubs—and the report a few days later that the University of Nebraska boosters' club was raising $100,000 to supplement the salary of the football coach there.

Concern about the influence of outside supporters has been reflected in recent findings of the N.C.A.A.'s infractions committee. Over the past year, nearly all of the institutions that were put on probation committed violations involving "athletic representatives"—a euphemism for boosters—who had provided improper benefits to athletes or recruits.

No Booster Club

According to officials at Notre Dame, the newly established endowment fund—which will accept contributions only from former athletes at the university—"will make it unnecessary to consider seriously the formation of a booster club or similar organization which at some schools have been so prone to irregularities and abuse."

Some athletic officials believe, however, that using a booster club to funnel donations into the athletic programs is the best way to prevent abuses.

"Normally, when you have people who get a program in trouble, it's boosters who have acted on their own that nobody has any control of," says Andy Miller, director of the Seminole Boosters Club at Florida State University. "I think it's unfortunate that the organized boosters' club is getting the rap for the action of a few individuals."

CHRONICLE SURVEY

Changes in Number of Freshman Applicants

December 31, 1981, compared with December 31, 1980

	Per cent change in average (a)	Per cent reporting increase	Per cent reporting decrease	Per cent change Low (b)	Median (c)	High (d)
Private colleges and universities						
Research and Ph.D.-granting	+ 0.8%	57.1%	42.9%	- 3.6%	+ 0.4%	+ 3.5%
Comprehensive	+ 5.3%	65.5%	34.5%	- 4.6%	+ 5.3%	+15.1%
Liberal arts	- 0.2%	52.0%	44.0%	-15.8%	+ 1.9%	+13.4%
Regions						
Northeast and Mid-Atlantic	+ 2.9%	60.3%	39.7%	- 6.7%	+ 2.9%	+13.5%
Great Lakes and Plains	+ 5.1%	58.7%	38.1%	- 8.6%	+ 5.5%	+15.9%
Southeast	- 3.0%	48.5%	48.5%	-17.8%	- 0.2%	+12.5%
West and Southwest	- 1.0%	52.6	42.1%	-15.7%	+ 0.1%	+ 5.4%
Enrollment						
500 - 999	+ 1.6%	44.9%	46.9%	-16.7%	—	+14.4%
1,000 - 2,499	+ 2.7%	57.9%	42.1%	-13.2%	+ 3.6%	+13.1%
2,500 - 4,999	+ 1.7%	68.0%	32.0%	- 6.6%	+ 7.3%	+15.1%
5,000 - 9,999	+ 3.1%	68.4%	31.6%	- 3.2%	+ 3.3%	+ 7.7%
10,000 and over	+ 0.2%	50.0%	50.0%	- 3.7%	- 1.8%	+ 1.1%
All private	**+ 0.7%**	**54.5%**	**42.4%**	**- 8.6%**	**+ 3.2%**	**+13.7%**
Public colleges and universities						
Research and Ph.D.-granting	+ 4.6%	53.1%	46.9%	- 9.2%	+ 0.9%	+15.4%
Comprehensive	+ 2.6%	55.3%	44.7%	-14.6%	+ 3.9%	+24.2%
Regions						
Northeast and Mid-Atlantic	+18.5%	58.8%	41.2%	- 9.7%	+ 3.9%	+33.5%
Great Lakes and Plains	+ 0.1%	59.5	40.5%	- 7.1%	+ 2.7%	+18.1%
Southeast	- 3.4%	39.1%	60.9%	-19.6%	- 4.8%	+ 7.5%
West and Southwest	+ 8.5%	57.1%	42.9%	-12.2%	+ 0.9%	+22.2%
Enrollment						
500 - 2,499	- 5.4%	50.0%	50.0%	-21.5%	- 3.6%	+16.7%
2,500 - 4,999	+ 8.4%	50.0%	50.0%	-21.9%	-14.2%	+36.1%
5,000 - 9,999	- 5.0%	42.9%	57.1%	-24.1%	- 4.2%	+11.0%
10,000 - 19,999	+ 0.4%	65.4%	34.6%	- 7.8%	+ 6.2%	+19.9%
20,000 and over	+ 7.3%	54.8%	45.2%	- 7.4%	+ 1.1%	+18.1%
All public institutions	**+ 3.1%**	**54.8%**	**45.2%**	**-10.7%**	**+ 1.3%**	**+19.0%**
All institutions	**+ 1.6%**	**54.6%**	**43.4%**	**- 9.5%**	**+ 2.4%**	**+15.5%**

a) Percentage change in mean number of applications by December 31, 1981, compared with the mean for a year earlier.
(b) The bottom one-fourth of the institutions reported changes smaller than the percentage shown.
(c) Half of the institutions reported changes greater than the percentage shown.
(d) The top one-fourth of the institutions reported changes greater than the percentage shown.
Note: Survey data are from a stratified random sample of 274 four-year institutions, excluding colleges with enrollment under 500.

SOURCE: SURVEY FOR THE CHRONICLE BY JOHN MINTER ASSOCIATES

Sampling of Applications

Continued from Page 1

men—or even a decline in total enrollment—would not surprise education officials who have been watching population trends.

The Census Bureau estimates there are 1.4 per cent fewer 18-year-olds in the country this year than there were last year, and 4.7 per cent fewer than in the peak year of 1979.

Increases in total enrollment in the past three years have been attributed, in large part, to economic conditions that made study more attractive than jobhunting.

Eventually, some education officials warn, the effect of a poor job market on enrollment will be offset by an increasing number of students who cannot afford to stay in college.

At the University of Wisconsin's Madison campus, concern about a growing proportion of freshman applicants who failed to enroll—8 per cent last fall—prompted a study of the "no-shows."

David Vinson, admissions director, said nearly 40 per cent of the no-shows said either that the university had not offered enough financial aid or simply that the cost of attending had become too high.

Much Smaller Increase

Although patterns can change between December and June, the early applications represent a substantial share of the total.

In 1981, 38 per cent of the freshman applications on hand at the end of June had been received before December 31, 1980.

As of December 31, 1981, applications for admission to freshman classes next fall were up 1.6 per cent compared with the same period a year earlier.

The count in December, 1980, showed a 13-per-cent increase in applications, although that was cut in half, to 6.5 per cent, by the end of June, 1981.

The latest report shows more than 54 per cent of the institutions, both public and private, had an increased number of applications as of last December 31, compared with the same date a year earlier.

Decreases in the number of applications were most common at the larger private institutions and the smaller public institutions. Such decreases were reported by 50 per cent of the private institutions with 10,000 students or more, and by at least 50 per cent of public institutions with enrollments of less than 10,000.

Big Declines in Southeast

Geographically, the Southeast reported the biggest and most widespread decreases. That region's institutions averaged 3 per cent fewer applications than a year earlier, with decreases reported by 48 per cent of the private institutions and 61 per cent of the public institutions.

The Chronicle Survey of freshman admission applications is based on a stratified random sample of 274 public and private institutions, weighted to represent all four-year institutions with enrollments of 500 or more.

Later reports on trends in the number of the applications for admission to next fall's freshman classes will be published in *The Chronicle* during the next four months.

The Chronicle Survey is conducted for *The Chronicle of Higher Education* by John Minter Associates, Box 107, Boulder, Colo. 80306, a research organization that specializes in higher-education studies.

Auburn Trustees Back President After Negative Rating by Faculty

AUBURN UNIVERSITY

H. Hanly Funderburk

AUBURN, ALA.

After flunking two tests by the Auburn University faculty, President H. Hanly Funderburk has received a strong vote of confidence from the institution's board of trustees.

The first test was a formal evaluation of his presidency by the faculty. Questionnaires were completed by 580 of 1,042 faculty members, and the results did not favor the president.

A majority of the respondents gave Mr. Funderburk a grade of "poor" on 20 of the 50 items rated. On none of the items did he get a "good" rating from a majority. On only four did as many as a third of the faculty members rate him "good."

More than three-fourths said the president was doing a poor job of building morale and instilling enthusiasm about the institution. Over 60 per cent gave him a poor rating for effectiveness in overall leadership.

Mr. Funderburk's best scores were on fiscal management. More than 62 per cent gave him a rating of "fair" or "good" in that area.

Two days after the results of the evaluation were made public on the campus, the faculty met in a special session to consider a resolution expressing confidence in President Funderburk. The resolution was supported by 416 faculty members, but opposed by 455.

The following week, the university's board of trustees met, with Alabama's governor, Forrest H. (Fob) James, Jr., presiding. With only one of 12 board members not recorded in favor, the board of trustees declared that it "fully endorses the efforts made by President Funderburk to address the needs of Auburn University and hereby reaffirms our confidence in his ability to provide strong and effective leadership."

The board expressed concern over the criticism of Mr Funderburk and called upon faculty members to join the trustees and the president to face the issues "with a spirit of harmony."

Mr. Funderburk, who became president two years ago, served previously as chancellor of the university's Montgomery campus. —J.M.

More Flexibility Urged for Reviews of Business Schools

By ROBERT L. JACOBSON

The American Assembly of Collegiate Schools of Business has been asked by a special committee that it created two years ago to adopt a much more flexible approach to deciding which schools should be accredited.

The panel's recommendations are scheduled to be voted on in some form at the assembly's annual meeting next month. They would allow the evaluators' broad judgments of academic quality to override many of the assembly's quantitative standards on such things as the curriculum and faculty qualifications. In addition, several of the numerical requirements themselves would be lowered.

Some advocates of the changes took pains last week to explain that no relaxation of standards was intended. In fact, they said, for some schools the effect might be just the opposite. Other supporters of the proposals said it remained to be seen whether any reduction of quality might result, but they agreed that an easing of requirements was not the aim.

The proposals reflect widespread concern among business educators that the standards are too burdensome and have been enforced too rigidly at a time when their schools—in the face of financial problems throughout higher education—are experiencing both expanding enrollment and a severe shortage of faculty members with doctoral degrees.

Strong Schools Uncomfortable

Even business schools generally regarded as strong have become increasingly uncomfortable with some of the assembly's standards in recent years, and their deans have argued that the rules do not leave adequate room for diversity and innovation.

Some deans have threatened to pull their schools out of the assembly if reforms are not adopted soon. However, several officials familiar with the deliberations said last week that the basic provisions of the proposed changes were likely to be approved.

Richard R. Weeks, chairman of the assembly's standing committee on standards, said that at least the philosophy behind the proposals, if not all of their original wording, had already produced "general agreement."

Both Mr. Weeks and Lawrence E. McKibbin, president-elect of the assembly, were members of the special committee, and indicated that they supported its basic recommendations.

Mr. McKibbin, who is dean of the College of Business Administration at the University of Oklahoma, said the proposals were an attempt to discourage evaluators from using an "overly prescriptive approach" toward high-quality schools while ensuring that schools "barely on the threshold of accreditability" did not get by on numbers alone.

The proposals thus might make it easier for top business schools to gain and keep their accreditation, Mr. McKibbin said, but harder for "marginal" schools to do the same thing. One problem with numerical standards is that they have enabled some schools to "play games with the numbers" and gain the assembly's stamp of approval, even though, in a broader qualitative sense, they did not measure up, he said.

Mr. McKibbin also said he was one of the deans who had talked of withdrawing from the assembly if the standards were not revised. "I don't like to be told in detail how to do my job," he said. "I tend to rebel."

Among other things, the proposals would:

▶ Convert official "interpretations" of the assembly's standards into "guidelines," thereby signaling accrediting teams that their professional judgment of a school's overall quality was more important than whether the school satisfied certain numerical prescriptions.

▶ Relieve "mature" schools—*i.e.*, those with at least 15 years of accredited standing—of the need to submit detailed self-study reports every five years as a condition for maintaining accreditation. Instead, officials of those schools could certify that they continued to satisfy the standards.

▶ Give schools new latitude in deciding how to comply with an assembly rule that all students must be given at least a year's exposure to a "common body of knowledge," which includes course work in marketing, economics, accounting, organization theory, and administration.

In addition, the committee recommended specific changes or new language for several quantitative standards intended to measure the adequacy of business-school faculties.

For example, in the case of a requirement that schools have the equivalent of one full-time faculty member for every 400 undergraduate student credit hours as well as one faculty member for every 300 graduate student credit hours, the committee proposed a guideline acknowledging that the numbers "may not be fully applicable" to all institutions. A school with "unusual" resources should be allowed to demonstrate that it could otherwise "meet its commitments," the panel said.

Another proposed revision would lower the minimum proportion of faculty members teaching undergraduate courses who were required to hold doctoral degrees. Instead of specifying a 50-per-cent minimum for all undergraduate instruction, the committee suggested a 25-per-cent floor for the first two years and 50 per cent for the upper division. The existing standard of 75 per cent for the graduate level would be maintained.

At the same time, however, the committee stressed that the percentages "should not necessarily prescribe" how a particular school deployed its faculty resources.

In a related proposal, the panel modified a standard that has had the effect of requiring schools to provide certain proportions of "doctorally qualified" instructors for virtually every subject. In addition to lowering the recommended percentages, the committee observed that "reasonable deviations" should be permitted in relatively small programs.

At least one of the recommended changes is likely to make accreditation more difficult for some schools, according to the committee's chairman, T. R. Martin, professor of business at Marquette University. That proposal would require schools offering undergraduate and graduate programs to seek accreditation for both of them at the same time.

Under a rule adopted in 1976, institutions offering programs at both levels but accredited for only one of them have had to gain approval of the unaccredited program within five years or lose accreditation for the first one.

Last spring 20 schools previously accredited at the bachelor's level had applications for master's programs under that rule. Assembly officials said that several of those schools could well be disaccredited this year.

FACT-FILE

How Enrollment Divides Among 10 Types of College

The following table shows variations in the percentage of public-college students enrolled in each of 10 types of institutions in each state.

The national averages show the percentage of students in each type of institution, the average amount of state and local appropriations per student, and the average tuition revenue per student in 1978-79, the latest year for which such information is available.

The table, based on data from the National Center for Education Statistics, was developed by D. Kent Halstead, a senior research associate at the National Institute of Education, to show the differences in financial requirements of higher-education systems (see *The Chronicle*, February 24).

Copies of the Halstead report are available for $5.14 each ($1.11 each in microfiche) from the Educational Resources Information Center, Document Reproduction Service, Box 190, Arlington, Va. 22210.

	Research universities (medical)	Research universities (nonmedical)	Other universities (medical)	Other universities (nonmedical)	Comprehensive institutions	Baccalaureate colleges	2-year colleges (academic)	2-year colleges (occupational)	Health-professions institutions	Other professional institutions
Alabama	22.9%	0.0%	0.0%	13.2%	32.6%	5.5%	22.4%	3.4%	0.0%	0.0%
Alaska	0.0%	0.0%	0.0%	0.0%	36.8%	0.0%	43.9%	17.9%	0.0%	1.4%
Arizona	20.5%	0.0%	0.0%	25.6%	9.6%	0.0%	42.6%	1.7%	0.0%	0.0%
Arkansas	0.0%	27.9%	0.0%	0.0%	39.1%	16.5%	13.3%	0.8%	2.4%	0.0%
California	6.4%	3.5%	1.0%	2.2%	28.5%	0.0%	58.1%	1.6%	0.4%	0.2%
Colorado	16.0%	18.5%	0.0%	9.5%	12.9%	16.6%	22.5%	0.0%	1.3%	2.3%
Connecticut	0.0%	0.0%	0.0%	28.3%	35.3%	0.0%	30.0%	5.5%	0.8%	0.0%
Delaware	0.0%	0.0%	0.0%	72.2%	0.0%	8.4%	0.0%	19.5%	0.0%	0.0%
Florida	13.2%	0.0%	7.8%	8.9%	14.8%	0.0%	55.1%	0.2%	0.0%	0.0%
Georgia	18.0%	8.8%	0.0%	14.2%	27.9%	3.0%	25.1%	0.0%	1.6%	1.6%
Hawaii	52.1%	0.0%	0.0%	0.0%	0.0%	0.0%	20.6%	19.3%	0.0%	0.0%
Idaho	0.0%	0.0%	0.0%	30.0%	51.3%	4.2%	14.5%	0.0%	0.0%	0.0%
Illinois	10.7%	0.0%	6.9%	12.5%	21.1%	0.0%	46.8%	0.4%	1.6%	0.0%
Indiana	22.2%	0.0%	0.0%	33.6%	28.6%	1.7%	3.0%	7.1%	0.0%	3.6%
Iowa	56.5%	0.0%	0.0%	0.0%	12.0%	0.0%	10.4%	14.1%	0.0%	0.0%
Kansas	18.7%	0.0%	0.0%	23.6%	27.8%	5.1%	22.5%	0.3%	2.1%	0.0%
Kentucky	22.7%	0.0%	16.6%	0.0%	39.9%	7.8%	12.9%	0.0%	0.0%	0.0%
Louisiana	0.0%	0.0%	20.3%	0.0%	64.2%	4.3%	1.3%	7.7%	2.2%	0.0%
Maine	0.0%	0.0%	0.0%	42.7%	23.8%	6.3%	0.0%	6.7%	0.0%	20.5%
Maryland	0.0%	24.9%	0.0%	0.0%	22.6%	9.2%	37.2%	1.3%	3.4%	1.5%
Massachusetts	0.0%	0.0%	0.0%	17.7%	34.2%	8.1%	28.6%	4.5%	0.3%	5.5%
Michigan	24.6%	0.0%	8.4%	6.0%	17.2%	9.1%	28.3%	6.1%	0.0%	0.0%
Minnesota	41.3%	0.0%	0.0%	0.0%	34.9%	3.5%	18.8%	1.5%	0.0%	0.0%
Mississippi	0.0%	14.5%	0.0%	25.4%	15.3%	3.7%	34.5%	1.9%	2.0%	2.8%
Missouri	1.5%	0.0%	6.5%	0.0%	40.1%	5.2%	24.5%	0.0%	0.0%	5.2%
Montana	0.0%	0.0%	0.0%	30.7%	39.1%	12.3%	6.3%	0.0%	0.0%	11.5%
Nebraska	39.1%	0.0%	0.0%	0.0%	35.6%	1.2%	8.3%	12.5%	3.2%	0.0%
Nevada	0.0%	0.0%	0.0%	0.0%	60.6%	0.0%	39.4%	0.0%	0.0%	0.0%
New Hampshire	0.0%	0.0%	0.0%	53.9%	14.4%	0.0%	0.0%	17.4%	0.0%	14.3%
New Jersey	0.0%	16.9%	0.0%	0.0%	39.0%	8.2%	26.4%	6.5%	1.0%	2.5%
New Mexico	0.0%	26.2%	42.2%	0.0%	17.6%	0.0%	9.6%	4.2%	0.0%	0.0%
New York	1.7%	0.0%	0.0%	13.1%	33.0%	4.6%	30.7%	12.6%	1.5%	2.7%
North Carolina	11.3%	9.7%	0.0%	5.0%	25.5%	7.4%	12.2%	28.6%	0.0%	0.3%
North Dakota	0.0%	0.0%	31.5%	0.0%	26.7%	11.7%	9.9%	14.0%	0.0%	6.2%
Ohio	26.9%	0.0%	0.0%	33.0%	13.6%	0.9%	12.6%	12.7%	0.2%	0.0%
Oklahoma	21.2%	0.0%	0.0%	17.9%	12.6%	19.1%	25.2%	1.5%	2.5%	0.0%
Oregon	0.0%	17.4%	0.0%	16.2%	15.3%	1.6%	17.1%	28.0%	1.6%	4.9
Pennsylvania	9.9%	14.8%	10.8%	0.0%	26.7%	4.4%	21.4%	9.3%	0.2%	2.4%
Rhode Island	0.0%	47.1%	0.0%	0.0%	24.7%	0.0%	28.2%	0.0%	0.0%	0.0%
South Carolina	0.0%	12.4%	0.0%	24.6%	7.7%	19.0%	2.3%	31.5%	2.5%	0.0%
South Dakota	0.0%	0.0%	27.9%	0.0%	32.0%	28.1%	0.0%	0.0%	0.0%	11.9%
Tennessee	0.0%	22.6%	0.0%	14.1%	32.9%	6.1%	13.4%	9.0%	1.9%	0.0%
Texas	6.7%	9.5%	0.0%	16.2%	29.3%	0.1%	30.1%	4.5%	1.7%	1.9%
Utah	41.2%	19.3%	0.0%	0.0%	0.0%	19.4%	6.0%	14.2%	0.0%	0.0%
Vermont	0.0%	0.0%	64.4%	0.0%	0.0%	26.2%	4.5%	5.0%	0.0%	0.0%
Virginia	9.7%	12.6%	8.6%	0.0%	25.6%	9.6%	26.5%	7.4%	0.0%	0.0%
Washington	30.5%	0.0%	0.0%	0.0%	13.3%	1.3%	43.4%	11.5%	0.0%	0.0%
West Virginia	0.0%	0.0%	35.8%	0.0%	16.4%	34.5%	7.9%	3.3%	0.4%	2.1%
Wisconsin	21.9%	0.0%	0.0%	11.1%	36.1%	3.8%	4.1%	23.0%	0.0%	0.0%
Wyoming	0.0%	0.0%	0.0%	56.9%	0.0%	0.0%	43.1%	0.0%	0.0%	0.0%
U.S. averages:										
Enrollment	12.3%	5.3%	3.4%	10.3%	25.7%	4.6%	29.5%	6.9%	0.8%	1.2%
State and local appropriations per student	$4,187	$3,383	$3,360	$2,788	$2,423	$2,202	$1,789	$2,095	$21,631	$2,550
Tuition revenues per student	1,104	1,008	1,160	925	680	732	377	506	1,226	871

Note: Based on 1978-79 data from the National Center for Education Statistics. In the university categories, "medical" includes dental, osteopathic, and veterinary programs.

SOURCE: D. KENT HALSTEAD, NATIONAL INSTITUTE OF EDUCATION

Salaries Up 10.1 Pct. in 1981-82 for 'Continuing' Teachers

WASHINGTON

A preliminary report by the American Association of University Professors indicates that the pay of "continuing" faculty members—those who worked at the same college or university last year and this year—rose by 10.1 per cent in 1981-82.

The salaries of such faculty members at public colleges and universities increased 9.3 per cent, on the average, compared with 11.5 per cent at private institutions, according to the report.

The largest increases, on the average, were at colleges that offer degrees only at the bachelor's level. Private, independent institutions in that category raised the salaries of continuing faculty members by an average of 12 per cent, compared with 11.3 per cent at private, church-related colleges and 10.7 per cent at public colleges in that category.

Increases received by continuing faculty members generally exceed those of all faculty members, "because of the larger salary increases associated with promotions and retention," the A.A.U.P. said.

In 1980-81, salaries for continuing faculty members were up 10 per cent from the previous year's average, while salaries for all faculty members rose 8.7 per cent, according to the report.

The Chronicle Survey reported last fall that salaries of all faculty members this year were up by an average of 8.9 per cent (*The Chronicle*, November 11).

The Chronicle Survey, conducted by John Minter Associates, is based on data collected from a sample of individual faculty members, whereas the A.A.U.P. survey is based on data provided by the institutions.

—JACK MAGARRELL

Salary Increases in 1981-82 for Continuing Faculty Members

	Public institutions	Church-related institutions	Other private institutions	All institutions
Ph.D.-granting universities				
Professor	8.9%	11.0%	11.1%	9.4%
Associate professor	9.7%	13.9%	11.2%	10.3%
Assistant professor	10.3%	12.3%	12.5%	10.9%
Instructor	10.5%	12.6%	11.3%	10.8%
All ranks	9.5%	12.3%	11.4%	10.0%
Institutions granting other graduate degrees				
Professor	8.4%	10.5%	10.7%	9.1%
Associate professor	9.0%	11.3%	10.8%	9.7%
Assistant professor	9.2%	11.9%	11.3%	10.0%
Instructor	10.8%	9.3%	10.7%	10.6%
All ranks	8.9%	11.1%	10.9%	9.6%
Institutions granting only bachelor's degrees				
Professor	9.5%	10.9%	11.7%	11.1%
Associate professor	10.7%	10.5%	11.8%	11.0%
Assistant professor	11.8%	12.5%	12.5%	12.4%
Instructor	10.6%	11.0%	12.1%	11.3%
All ranks	10.7%	11.3%	12.0%	11.5%
2-year colleges				
Professor	8.1%	9.4%	12.0%	8.2%
Associate professor	8.8%	12.0%	10.7%	8.9%
Assistant professor	8.1%	13.7%	12.4%	8.3%
Instructor	9.5%	10.3%	14.6%	9.7%
All ranks	8.6%	11.6%	12.2%	8.7%
Institutions without academic ranks	9.8%	16.7%	8.9%	10.2%
All institutions except those without academic ranks				
Professor	8.9%	10.8%	11.2%	9.8%
Associate professor	9.4%	11.5%	11.3%	10.1%
Assistant professor	9.7%	12.3%	12.1%	11.7%
Instructor	10.4%	10.9%	11.5%	10.7%
All ranks	9.3%	11.5%	11.5%	10.1%

Note: Increases are for faculty members employed full time at the same institution last year and this year. The preliminary figures, prepared by Maryse Eymonerie Associates, are based on information from 1,094 institutions which submitted data by December 15 for the American Association of University Professors survey on faculty salary increases.

SOURCE: AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS

Pennsylvania Abandons $75 Tuition Hike

HARRISBURG, PA.

Robert Scanlon, Pennsylvania's Secretary of Education, last week dropped plans to collect a $75 increase in tuition for the current semester from students at 14 state colleges.

His decision came after a state judge granted a temporary injunction preventing the colleges from collecting the increase, which had been approved by Mr. Scanlon and the State College and University Directors Board in January.

The increase, from $625 to $700, was challenged in court by the Commonwealth Association of Students. According to Joyce Cheepudom, the association's executive director, the board's vote was conducted improperly. Two members voted by phone, she said, and others were not informed of the meeting at all.

Mr. Scanlon said the colleges would refund the money to students who have already paid the increase.

The money raised by the additional fee was to be used to pay faculty members, who were granted a 4.5-per-cent salary increase in 1977 but never received it because the state legislature failed to include it in appropriations. Pennsylvania's supreme court has ordered the state to put the raise into effect by March 1.

Mr. Scanlon said he would seek a fee increase for a later semester to cover the faculty salary increase.

Reduce Your Loss Ratio

Skip Tracing Procedural Manual

Have a problem locating debtors?
Are you dependent on collection agencies?

Many professionals are plagued with this problem. Your in-house personnel could reduce this expense by 60-70% if they are properly trained. Credit Seminars, Inc., offers this Manual to you.

"MANUAL HI-LITES"

- Updated concepts enabling you to determine the most effective course of action on locating each skip.
- Provide you with ways to evaluate pertinent information.
- Creative ideas on using the telephone to increase your information gathering skills.
- New techniques on how to prepare correspondence for increased deliverability.
- Proven procedures for achieving maximum collection results.
- Review of laws and regulations affecting tracing and collection practices.

Send $65.00 to—

Credit Seminars, Inc.
16600 Sprague Rd., Suite 40
Cleveland, Ohio 44130

Quantity Discount Available
Call 216/243-2400

If declining enrollment – or the threat of declining enrollment – is a matter of concern to you, please call us. We can help.

McMANIS ASSOCIATES INC.

Management and Research Consultants

Please call or write:

Dr. Hadley S. DePuy
1201 Connecticut Avenue, N.W.
Washington, D.C. 20036
202 - 466-7680

Dr. Susan V. Nelle
201 Sansome Street
San Francisco, California 94104
415 - 398-3087